

Green Market Opportunities Program (GMOP)

As part of the government's Green Industry Strategy, the Green Market Opportunities Program strengthens partnerships with industry, labour and other groups. It gives stakeholders the opportunity to make recommendations to government that will facilitate building new domestic and foreign markets for green products and services.

In addition, the Green Market Opportunities Program helps further the goals of the Green Industry Strategy.

Currently, program participants include representatives from a broad range of industry associations on both the supply and demand sides of environmental activity. They include automotive, energy, pulp and paper, agriculture and mining as well as associations representing companies which manufacture and sell environmental products and services. The program is being extended to include outreach activities with labour and environmental organizations.

Participants have identified key issues and formed task teams and action plans in the following areas:

- ⚙ standards/guidelines
- ⚙ regulations
- ⚙ liability
- ⚙ financing

- ⚙ idea generation
- ⚙ international market development
- ⚙ industry participation in Business Development Units

The outcome of this work will be new and expanded companies that produce environmentally friendly and competitive products and services for the domestic and international markets.

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The Green Industrial Analysis/Retrofit Project

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The Green Industrial Analysis/Retrofit Project

The Green Industrial Analysis/Retrofit (GIAR) project helps companies doing business in Ontario to:

- ☼ manage their energy and water use more efficiently;
- ☼ reduce and recycle solid waste; and
- ☼ minimize liquid and gaseous emissions.

These measures not only benefit the environment, but also help improve product quality and increase productivity resulting in bottom line benefits. In fact, company assessments completed to date under a pilot project have identified savings ranging from \$138,000 up to \$4 million.

The project, which is part of the Ontario government's Green Industry Strategy, covers three phases:

1.) Site Assessment: A private sector engineering consultant visits the company and prepares a confidential report that includes a detailed analysis of current energy and water use, waste generation and external emissions.

The company also receives suggestions for improvements with related costs, savings and payback times. Improvements include process changes, energy and water efficiency; waste reduction and pollution prevention measures which could result in increased productivity or product quality.

2.) Feasibility Study: Depending on the outcome of the site assessment – including projected savings and potential improvements – a feasibility study will be performed to provide detailed technical and economic data on which a decision for a retrofit can be made.

3.) Retrofit Implementation: This phase involves the implementation of changes and retrofits necessary to realize improvements. Whenever possible, the Green Industry Strategy links the company with Ontario suppliers of products and services. Major retrofits may require access to capital or financial assistance, which the Green Industry Strategy may support.

Incentives for the Green Industrial Analysis/Retrofit project are offered on a declining basis during the three phases.

Nine pilot analyses have been initiated in different sector companies including: an Ontario brewery, a pulp and paper business and a paint plant. These assessments uncovered a number of opportunities for energy and water savings and environmental improvements with attractive paybacks. In some cases, the paybacks would be less than two years, with significant environmental benefits.

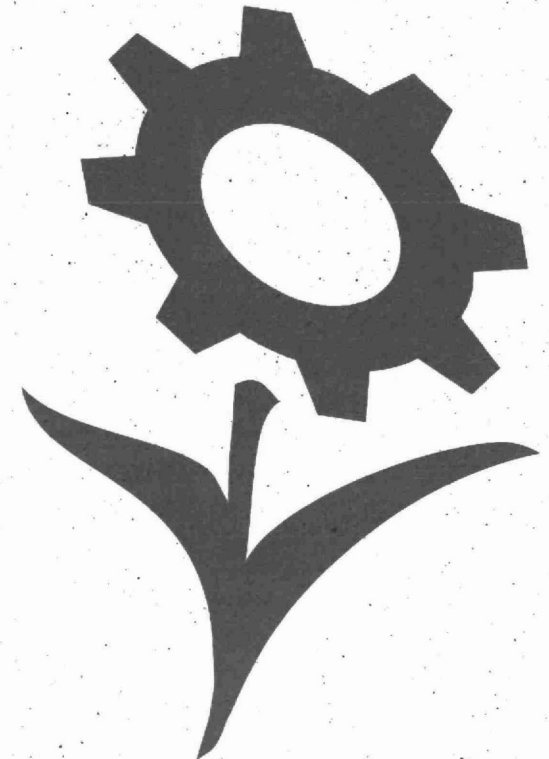
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